

**AMENDMENTS TO THE CLAIMS:**

Claims 1-17 (Cancelled)

18. (Currently Amended) A printing medium to be received in a card printer, the printing medium comprising:

a plastic plate card of a fixed size and shape, ~~made of a card material~~ the card having a front surface and a back surface, the front surface capable of having an image thereon; and

a sheet of backing material removably adhered to the plastic plate back surface of the card; and

~~a kiss-cut penetrating the card material but not the backing material, the kiss-cut defining segments of the card material for receiving printing~~

wherein the card is cut into segments by a cutting process and only the card and not the backing material is cut.

19. (Previously Presented) The printing medium of claim 18 including a rigid base adhered to the backing material.

20. (Cancelled)

21. (Currently Amended) The printing medium of ~~claim 20~~ claim 18 in which the image is chosen from the group consisting of printing, depressions, textures, logos, silk screening and hot stamping.

22. (Currently Amended) The printing medium of claim 18 in which the card ~~material~~ is a thermal printing plastic.

23. (Currently Amended) The printing medium of claim 18 in which the card ~~material~~ is polyvinylchloride.

24. (Previously Presented) The printing medium of claim 18 including selvage between the segments.

25. (Previously Presented) The printing medium of claim 18 including slots or holes in the segments.

26. (Currently Amended) The printing medium of claim 18 including depressed areas in the card material to aid in alignment of at least one of a sticker, stickers, decals a decal, ornamentations and an ornamentation, or the like subsequently applied to the surface of the segments.

27. (Currently Amended) A printing medium to be received in a card printer, the printing medium comprising:  
a plastic plate card of a fixed size and shape, ~~made of a card material~~ the card  
having a front surface capable of having printing thereon and a back surface;  
a sheet of backing material removably adhered to the ~~plastic plate~~ back surface of  
the card; and  
~~a kiss-cut penetrating the card material but not the backing material, the kiss-cut~~  
~~defining segments of the card material for receiving printing; and~~  
a rigid base adhered to the backing material;  
wherein the card is cut into segments by a cutting process, the backing material  
and the rigid base not being cut by the cutting process.

28. (Cancelled)

29. (Cancelled)

30. (Currently Amended) The printing medium of claim 27 in which the card  
~~material~~ is a thermal printing plastic.

31. (Currently Amended) The printing medium of claim 27 in which the card  
~~material~~ is polyvinylchloride.

32. (Previously Presented) The printing medium of claim 27 including selvage  
between the segments.

33. (Currently Amended) The printing medium of claim 27 including depressed areas  
in the card ~~material~~ to aid in alignment of ~~stickers~~ at least one of a sticker, a decal, and an  
ornamentation, decals, ornamentations, or the like subsequently applied to the surface of the  
segments.

34. (Currently Amended) The printing medium of claim 18 in which the segments  
are made of a material suitable for use as at least one of sew-on patches, appliques, and materials  
to be attached to ~~adhered to~~ cloth by a hot iron, ~~and the like.~~

35. (Currently Amended) A printing medium for reducing badges comprising a plastic plate of a fixed size and shape, made of a card material; the rear surface of the card material being covered by a first pressure sensitive adhesive; the first pressure sensitive adhesive being covered by paper liner backing; a second layer of pressure sensitive ~~material~~ adhesive on the underside of the paper liner; and a rigid base adhered to the paper liner backing by the second layer of pressure sensitive adhesive. whereby the card material, first pressure sensitive adhesive, and paper liner backing being kiss cut into segments of unique sizes and shapes, and whereby the card material may be sent through a card printing machine while the second adhesive layer holds the segments in place on the rigid base and then the card material, the first pressure sensitive adhesive and paper liner backing laminate, including the flexible material, may be pulled away from the rigid base.

36. (New) The printing medium of claim 18 wherein the card is cut into segments by kiss cutting.

37. (New) The printing medium of claim 27 wherein the card is cut into segments by kiss cutting.